# PUBLIC RELATIONS JOURNAL • VOLUME 37 • 1981

This index covers articles that have appeared in the PUBLIC RELATIONS JOURNAL from January through December 1981. Photocopies of these articles are available at a cost of \$1.00 each (prepaid) from: PRSA INFORMATION ČENTER, 845 Third Avenue, 12th floor, New York, NY 10022.

## AUDIOVISUAL

A/V Budgeting, J.L. Horton, September A/V in a Tight Economy, W.L. Simon, September How to Pick a Film Producer, G.W. Gray, September Inland Steel's Experience, S.W. Saran and C.A. Nekvasil, September The Motivations! Film. R. Seiler and M.J. Enzer, July

In the Image of the CEO, R. Goodman and R.S. Ruch, February The Interpersonal Factor, L. McCallister, February The New Technology, D.P. Brush, February RSVP: The Ohio Bell Approach, L. Coyle, February

### CONSUMER

How to Handle Customer Complaints, R.M. Cosenza and J.W. Wilson, December

### CORPORATE

Battling Antibusiness Bias, S.P. Sethi, November Business and Social Challenge, S.P. Sethi, September Communicating Your Social Role, D. C-H Johnston, December Corporate Advertising Cas shook, W. Sachs, November
Cost of Corporate Advertising, P. Dardenne, November
How Public Relations Can Help Your CEO, R. Fegley, October Is Issue Advertising Working? W. Welty, November Keeper of the Mark, E. Selame, November Louisiana Pacific's Do-It-Yourself Corporate Identity Overhaul, R.D. French, November

# CRISIS

Crisis Public Relations, M. Cooper, November The President's Been Shot . . . I. Haske, December

### **EMPLOYEE RELATIONS**

Flexi-Time: Is It for You? T.E. Curry and D.N. Haerer, March Making Employee Evaluations Work, H. Geltzer, March

### **EVALUATION**

Modest Proposals for Measurement, E.F. Katz, May New Concerns for Measurement, J.B. Strenski, May

The Trade Show as Report Theme, T. Lustig, August

### FINANCIAL

Budgeting and Cost Control: Are You a Businessman or Gambler? J. Tucker, March Going Public, R.W. Taft and E.O. Raynolds, April Investor Relations in the '80s, P.G. Osgood, April 1980 Report Design: Predictable, J. Dyer, August SEC and Integrated Disclosure, V. Cannella, August The Technology of Valuation, M. Seely, April 10 Laws of Report Production, B.G. Grabow, August Upgrading Small Company Reports, M. Miller and F. Pagani, August What the Analysts Want to Hear, T.G. Rosencrants, April What the Investors Want to Hear, G.L. Fischer and C.R. Davenport, April

### GOVERNMENT/POLITICS

Communication and the Reagan Team, P. Dardenne, August Conservatives vs. Big Business, P.D. Maines, January 'Hi, I'm from Government,' S. Goldstein, October The New Look at ICA, G.A. Robinson, December Public Affairs/Public Relations: Are They Really Different in Practice? D.H. Brown, December

# INTERNATIONAL

Africa's Impressive Strides, J.E. Sattler, June China's Other Barrel, C.F. Halstead, June Communications for the Nation-State, R.S. Tedlow and J.A. Quelch, June It's Time to Play Ball Their Way, R.L. Mayall, June The Message from Europe, V. Toros, June Public Relations Comes of Age, A. Lobsenz, June Public Relations Made It Work, T. Kuby, June Trouble Aplenty, But So Rewarding, E. Langley, June

JM⊦

Breaking News by Satellite, D. Johnson, September Media: The CEO's Bogeyman, C.E. Spitzer, November News Releases Revisited, C. Honakêr, April

### MEETINGS

Annual Meeting Check List, F. Widder, July Program Chairman: Moderator or Menace? J.F. Fox, July The Q&A, S.C. Rafe, July A Teleconferencing First, J.E. Ferguson, September

### NONPROFIT

Association Public Relations, E.A. Fraser, October How To Bring Middle Management Into the Communication Process, A.P. Hecht, October Community Education as a Communications Tool, D.A. Sutula, February The Marketing Approach, D.L. Zufall, October New Role for Telethons, W. Rosenthal, December Integrated Strategies: A Successful Approach to Hospital Public Relations, N.J. Hicks and D.T. McKee, October How to Think Like a Manager, M. Naver, October When the Funds Tumble Down, D.T. Mogavero, October

### PRODUCT PUBLICITY

What's New in Product Publicity, A. Stevens, December

The New Public Relations (33rd National Conference report), January Shoring up the Profession (Foundation for Public Relations Research and Education), R.W. Smith, May

### PUBLIC RELATIONS

Changing Roles for Practitioners, S.A. Greyser, January How To Climb the Communications Ladder to Success, R.A. Parker, March Pres and Cons of Changing Jobs, J. Ford, March Special Report: The Stature and Role of Public Relations, P. Lesly, March Starting Your Own Business, C. Burger, August The Stature of Public Relations, P. Lesly, January Where the Grass Looks Greener, L. Martin, March

The ABCs of Research, K.K. Reardon, May How to Conduct Basic Research, G.S. Nagel, May Measuring the Measurers, E.F. Katz, May Polls: Too Much Blind Faith? W.K. Lindenmann, May The Role of Survey Research, J.C. Pollock, November

### SPEAKING/WRITING

Combating Speech Anxiety, M. Martel, July Is There Life After Manuscript? W. Poriotis, July Publicity Mileage from Speeches, R.N. Smith, July

Satellite TV: New Way To Educate Physicians, A. Caruba, October A Touch of Amazement, A.E. Jeffcoat, May

### DEPARTMENTS

Applied Research, J. Files Audiovisual, D. Hubert Consumerism, H.W. Warner Electronic Media, M. Klepper Environment/Energy, E.B. Harrison Internal Communications, R.G. Foltz International, R.L. Barovick Not-For-Profit, J.A. Bergman Public Relations At Large, D. Bates Public Relations Law, F. Walsh Washington Focus, W. Pedersen

# BOOK REVIEWS FROM "THE PROFESSIONAL READER"

Marketing Professional Services in Real Estate, B.W. Marcus, July The Practical Handbook of Public Relations, R.S. Cole, December Private Television Communications: Into the Eighties (Third Brush Report), J.M. and D.P. Brush, October Public Relations and Fund Raising for Hospitals, H.P. Kurtz, February This Is PR: The Realities of Public Relations, D. Newsom and A. Scott, May The Traveling Woman, D. Kaye, June Walking the Tightrope: The Private Confessions of a Public Relations Man, H.C. Rogers, April

# PUBLIC RELATIONS JOURNAL • VOLUME 37 • 1981

This index covers articles that have appeared in the PUBLIC RELATIONS JOURNAL from January through December 1981. Photocopies of these articles are available at a cost of \$1.00 each (prepaid) from: PRSA INFORMATION ČENTER, 845 Third Avenue, 12th floor, New York, NY 10022.

## AUDIOVISUAL

A/V Budgeting, J.L. Horton, September A/V in a Tight Economy, W.L. Simon, September How to Pick a Film Producer, G.W. Gray, September Inland Steel's Experience, S.W. Saran and C.A. Nekvasil, September The Motivations! Film. R. Seiler and M.J. Enzer, July

In the Image of the CEO, R. Goodman and R.S. Ruch, February The Interpersonal Factor, L. McCallister, February The New Technology, D.P. Brush, February RSVP: The Ohio Bell Approach, L. Coyle, February

### CONSUMER

How to Handle Customer Complaints, R.M. Cosenza and J.W. Wilson, December

### CORPORATE

Battling Antibusiness Bias, S.P. Sethi, November Business and Social Challenge, S.P. Sethi, September Communicating Your Social Role, D. C-H Johnston, December Corporate Advertising Cas shook, W. Sachs, November
Cost of Corporate Advertising, P. Dardenne, November
How Public Relations Can Help Your CEO, R. Fegley, October Is Issue Advertising Working? W. Welty, November Keeper of the Mark, E. Selame, November Louisiana Pacific's Do-It-Yourself Corporate Identity Overhaul, R.D. French, November

# CRISIS

Crisis Public Relations, M. Cooper, November The President's Been Shot . . . I. Haske, December

### **EMPLOYEE RELATIONS**

Flexi-Time: Is It for You? T.E. Curry and D.N. Haerer, March Making Employee Evaluations Work, H. Geltzer, March

### **EVALUATION**

Modest Proposals for Measurement, E.F. Katz, May New Concerns for Measurement, J.B. Strenski, May

The Trade Show as Report Theme, T. Lustig, August

### FINANCIAL

Budgeting and Cost Control: Are You a Businessman or Gambler? J. Tucker, March Going Public, R.W. Taft and E.O. Raynolds, April Investor Relations in the '80s, P.G. Osgood, April 1980 Report Design: Predictable, J. Dyer, August SEC and Integrated Disclosure, V. Cannella, August The Technology of Valuation, M. Seely, April 10 Laws of Report Production, B.G. Grabow, August Upgrading Small Company Reports, M. Miller and F. Pagani, August What the Analysts Want to Hear, T.G. Rosencrants, April What the Investors Want to Hear, G.L. Fischer and C.R. Davenport, April

### GOVERNMENT/POLITICS

Communication and the Reagan Team, P. Dardenne, August Conservatives vs. Big Business, P.D. Maines, January 'Hi, I'm from Government,' S. Goldstein, October The New Look at ICA, G.A. Robinson, December Public Affairs/Public Relations: Are They Really Different in Practice? D.H. Brown, December

# INTERNATIONAL

Africa's Impressive Strides, J.E. Sattler, June China's Other Barrel, C.F. Halstead, June Communications for the Nation-State, R.S. Tedlow and J.A. Quelch, June It's Time to Play Ball Their Way, R.L. Mayall, June The Message from Europe, V. Toros, June Public Relations Comes of Age, A. Lobsenz, June Public Relations Made It Work, T. Kuby, June Trouble Aplenty, But So Rewarding, E. Langley, June

JM⊦

Breaking News by Satellite, D. Johnson, September Media: The CEO's Bogeyman, C.E. Spitzer, November News Releases Revisited, C. Honakêr, April

### MEETINGS

Annual Meeting Check List, F. Widder, July Program Chairman: Moderator or Menace? J.F. Fox, July The Q&A, S.C. Rafe, July A Teleconferencing First, J.E. Ferguson, September

### NONPROFIT

Association Public Relations, E.A. Fraser, October How To Bring Middle Management Into the Communication Process, A.P. Hecht, October Community Education as a Communications Tool, D.A. Sutula, February The Marketing Approach, D.L. Zufall, October New Role for Telethons, W. Rosenthal, December Integrated Strategies: A Successful Approach to Hospital Public Relations, N.J. Hicks and D.T. McKee, October How to Think Like a Manager, M. Naver, October When the Funds Tumble Down, D.T. Mogavero, October

### PRODUCT PUBLICITY

What's New in Product Publicity, A. Stevens, December

The New Public Relations (33rd National Conference report), January Shoring up the Profession (Foundation for Public Relations Research and Education), R.W. Smith, May

### PUBLIC RELATIONS

Changing Roles for Practitioners, S.A. Greyser, January How To Climb the Communications Ladder to Success, R.A. Parker, March Pres and Cons of Changing Jobs, J. Ford, March Special Report: The Stature and Role of Public Relations, P. Lesly, March Starting Your Own Business, C. Burger, August The Stature of Public Relations, P. Lesly, January Where the Grass Looks Greener, L. Martin, March

The ABCs of Research, K.K. Reardon, May How to Conduct Basic Research, G.S. Nagel, May Measuring the Measurers, E.F. Katz, May Polls: Too Much Blind Faith? W.K. Lindenmann, May The Role of Survey Research, J.C. Pollock, November

### SPEAKING/WRITING

Combating Speech Anxiety, M. Martel, July Is There Life After Manuscript? W. Poriotis, July Publicity Mileage from Speeches, R.N. Smith, July

Satellite TV: New Way To Educate Physicians, A. Caruba, October A Touch of Amazement, A.E. Jeffcoat, May

### DEPARTMENTS

Applied Research, J. Files Audiovisual, D. Hubert Consumerism, H.W. Warner Electronic Media, M. Klepper Environment/Energy, E.B. Harrison Internal Communications, R.G. Foltz International, R.L. Barovick Not-For-Profit, J.A. Bergman Public Relations At Large, D. Bates Public Relations Law, F. Walsh Washington Focus, W. Pedersen

# BOOK REVIEWS FROM "THE PROFESSIONAL READER"

Marketing Professional Services in Real Estate, B.W. Marcus, July The Practical Handbook of Public Relations, R.S. Cole, December Private Television Communications: Into the Eighties (Third Brush Report), J.M. and D.P. Brush, October Public Relations and Fund Raising for Hospitals, H.P. Kurtz, February This Is PR: The Realities of Public Relations, D. Newsom and A. Scott, May The Traveling Woman, D. Kaye, June Walking the Tightrope: The Private Confessions of a Public Relations Man, H.C. Rogers, April

